



## Local Issue Ad Public File Checklist

Station WGHP

Date 7/27

1. Name of Sponsor      Republican National Committee

2. 7/27 - 8/10  
Flight dates and times

3. Again  
Name of spot/description of script/issue

4. Substantiation provided (describe)  
scrap documentation attached

5. Officers and Directors of sponsor in Station Public File X  
Yes \_\_\_\_\_ No (explain below)

6. Sponsor ID: X  
Yes \_\_\_\_\_ No (explain below)

NOTES:

---

---

Name

Date

NAB Form ND-17 Issues

**AGREEMENT FORM FOR  
NON-CANDIDATE/ISSUE ADVERTISEMENTS**

7/25/12

I, Jan Fornell  
do hereby request station time concerning the following issue:

Republican National Committee- IE

Broadcast Station	Time on Day, Month and Year	Days	Class	Mins per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

TIME: 2201

This broadcast time will be used by: Republican National Committee- IE

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

Yes

No

**Title:** “AGAIN” TVRNC-

**Script:** (30 sec.) **ANNOUNCER:** President Obama’s First Term Economic Plan: An Eight Hundred Billion Dollar Stimulus.

**OBAMA:** To Create Three To Four Million Jobs

**ANNOUNCER:** While Americans Waited For Help. Billions Were Spent In Foreign Countries. Millions Went To Political Insiders. Millions More Unaccounted For. Now Your Money Is Gone. And So Are Nearly Five Hundred Thousand Jobs. His Plan For A Second Term? Do It Again. Are You With Him? The Republican National Committee Is Responsible For The Content Of This Advertising.

Final Script	Fact
<b>ANNOUNCER:</b> “President Obama’s first term economic plan: An eight hundred billion dollar stimulus.”	<i>The Wall Street Journal</i> , 9/9/11
<b>OBAMA:</b> To Create Three To Four Million Jobs	<i>Obama Speech</i> (4:40)
<b>ANNOUNCER:</b> While Americans Waited For Help. Billions Were Spent In Foreign Countries.	<i>The Washington Times</i> , 9/9/10
Millions Went To Political Insiders	<i>Newsweek</i> , 11/12/11 Or <i>The Center For Public Integrity</i> , 6/15/11
Millions More Unaccounted For.	<i>Wall Street Journal Video Editorial</i> , 10/6/10
Now Your Money Is Gone	<i>The Columbus Dispatch</i> , 8/28/11 or <i>Recovery.Gov</i> , Accessed 7/24/12
And So Are Nearly Five Hundred Thousand Jobs.	<i>Bureau of Labor &amp; Statistics</i> , Accessed 7/19/12
His Second Term Economic Plan? Do it again. <b>SUPER:</b> "Obama proposed his second stimulus" <i>CJR</i> , 9/15/11	<i>Columbia Journalism Review</i> , 9/15/11 Or <i>Associated Press</i> , 9/12/11
Are You With Him? The Republican National Committee Is Responsible For The Content Of This Advertising.	<i>No verification necessary.</i>



WGHP-TV

## **ORDER**

Print Date 07/29/12 Page 1 of 2

Page 1 of 2

**Flight Dates 07/27/12-08/10/12**

<u>Contract / Revision</u>	<u>663912</u>	/	<u>RNC</u>
<u>Original Date / Revision</u>	<u>Agency Com</u>	15%	
07/26/12	07/26/12		<u>Billing Contact</u>
<u>Advertiser</u> Republican National Comm:	815 Slaters Lane		
	Alexandria, VA 22314		
<u>Agency</u>	National Media Research Pls		
<u>Buying Contact</u>	Sales Office	DC-M	
815 Slaters Lane	Sales Region	NAT	
Alexandria, VA 22314	<u>Agency Ref</u>		

Order Sep 00:16:00  
Estimate # 2889  
Alt Order # 9779062 Revision  
Billing Type Cash  
Order Type GENERAL  
Billing Cycle EOM/EOC  
Billing Calendar BROADCAST  
Demographic A35-64  
Rev Codes SF-POL PLI GEN  
Product Codes PL2A  
Priority 3  
Advertiser Ref

**Primary Account Executive**  
**Brad Phillips**

Account Executive	Order%	Start Date	End Date
Brad Philipps	100%		

Order Share 7% Market Value 80285

Competing Station	% of Order	Amount
UNKWN	%	0
WFMY	21%	16860
WGPX	%	0
WLXI	%	0
WTWB	%	0
WUNL	%	0
WUPN	%	0
WXII	89%	56397
WXLV	8%	2400

### **Order Totals**

Month	# of Spots	Net Amount	Gross Amount	Rating
July 2012	4	\$1,241.00	\$1,460.00	12.40
August 2012	13	\$3,536.00	\$4,160.00	33.10
<b>Totals</b>	<b>17</b>	<b>\$4,777.00</b>	<b>\$5,620.00</b>	<b>45.50</b>

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	4	\$1,241.00	\$1,460.00	12.40	06/25/12	07/29/12	4	\$1,241.00	\$1,460.00
August 2012	13	\$3,536.00	\$4,160.00	33.10	07/30/12	08/10/12	13	\$3,536.00	\$4,160.00
<b>Totals</b>	<b>17</b>	<b>\$4,777.00</b>	<b>\$5,620.00</b>	<b>45.50</b>					



WGHP-TV

Print Date: 07/26/12

Page 2 of 2

Contract / Revision

663912 Flight Dates 07/27/12-08/10/12

Hiatus Dates

Original Date / Revision 07/26/12 / 07/26/12

Order Sep 00:15:00

Advertiser Republican National Comm Product RNC

Estimate # 2889

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Total	
														Amount	
E 2	8	07/28/12	08/04/12	Sa 6p-7p Sa 6p-7p	CM-All	6p-7p	-----S-	:30	1	\$450.00	3	3.10	NM	1	\$450.00
<b>FOX8 NWS 6P SAT</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S-		1				\$450.00		3.10			
3	8	07/28/12	08/04/12	LN (Sa) Late News Sa	CM-All	1030-11p (10:30 PM-11:00 PM)	-----S-	:30	1	\$650.00	3	5.90	NM	2	\$1,300.00
<b>FOX 1030P NWS SAT</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S-		1				\$650.00		5.90			
		Week: 07/30/12	08/05/12	-----S-		1				\$650.00		5.90			
4	8	07/29/12	08/05/12	Su 11p-12a Su 11p-12a	CM-All	11p-12a	-----S	:30	1	\$60.00	3	1.10	NM	2	\$120.00
<b>30 ROCK (HOUR)</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S		1				\$80.00		1.10			
		Week: 07/30/12	08/05/12	-----S		1				\$60.00		1.10			
5	8	08/10/12	08/10/12	M-F 5-6a FOX 8 Morning News	CM-All	5-6a	-----F--	:30	1	\$300.00	3	2.30	NM	1	\$300.00
<b>FOX8-NWS-5.00A</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	----F--		1				\$300.00		2.30			
6	8	07/30/12	08/02/12	M-F 5-6a FOX 8 Morning News	CM-All	5-6a	MTWT---	:30	4	\$300.00	3	2.30	NM	4	\$1,200.00
<b>FOX8-NWS-5.00A</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	MTWT---		4				\$300.00		2.30			
7	8	08/06/12	08/09/12	M-F 5-6a FOX 8 Morning News	CM-All	5-6a	MTWT---	:30	5	\$300.00	3	2.30	NM	5	\$1,500.00
<b>FOX8-NWS-5.00A</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWT---		6				\$300.00		2.30			
E 8	8	07/28/12	07/28/12	LN (Sa) Late News Sa	CM-All	10-11p	-----S-	:30	1	\$450.00	3	3.10	NM	1	\$450.00
<b>FOX8 NWS 6P SAT</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S-		1				\$450.00		3.10			
													Totals	17 \$5,620.00	



WGHP-TV

## ORDER

Print Date 07/26/12 Page 1 of 2

Flight Dates 07/27/12-08/10/12

Contract / Revision 563912 / **RNC**

Original Date / Revision 07/26/12 07/26/12 Billing Contact

Advertiser **Republican National Committ**  
815 Slaters Lane  
Alexandria, VA 22314

Agency **National Media Research Plz**

Buying Contact

**815 Slaters Lane**  
**Alexandria, VA 22314**

Sales Office DC-M  
Sales Region NAT  
Agency Ref

Order Sep 00:15:00 *New*

Estimate # 2889

Alt Order # 9779062

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35-64

Rev Codes SP-POL PLI GEN

Product Codes PL2A

Priority 3

Advertiser Ref

Primary Account Executive  
Brad Philipps

Account Executive	Order%	Start Date	End Date
Brad Philipps	100%		

Order Share 7% Market Value 80285

Competing Station	% of Order	Amount
UNKWN	%	0
WFMY	21%	16860
WGPX	%	0
WLXI	%	0
WTWB	%	0
WUNL	%	0
WUPN	%	0
WXII	69%	55397
WXLV	3%	2408

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	4	\$1,241.00	\$1,460.00	12.40	06/25/12	07/29/12	4	\$1,241.00	\$1,460.00
August 2012	13	\$3,536.00	\$4,160.00	33.10	07/30/12	08/10/12	13	\$3,536.00	\$4,160.00
Totals	17	\$4,777.00	\$5,620.00	45.50					

## Billing Plan

Ln	Ch	Start	End	Inventory Code	Break Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	07/27/12	07/27/12	M-F 5-6a FOX 8 Morning News	CM-All 5-6a	-----F--	:30	1	\$300.00	3	2.30	NM	1	\$300.00
FOX8-NWS-5.00A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 07/23/12 07/29/12 -----F-- 1 \$300.00 2.30														
E 2	8	07/28/12	08/04/12	Sa 6p-7p Sa 6p-7p	CM-All 6p-7p	-----S-	:30	1	\$450.00	3	3.10	NM	2	\$900.00
FOX8 NWS 6P SAT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 07/23/12 07/29/12 -----S- 1 \$450.00 3.10														
Week: 07/30/12 08/05/12 -----S- 1 \$450.00 3.10														
E 3	8	07/28/12	08/04/12	LN (Sa) Late News Sa	CM-All 1030-11p (10:30 PM-11:00 PM)	-----S-	:30	1	\$650.00	3	5.90	NM	2	\$1,300.00



**WGHP-TV**

Print Date: 07/26/12

Page 2 of 2

Contract / Revision

**563912** Flight Dates 07/27/12-08/10/12

## Hiatus Dates

Original Date / Revision 07/26/12 / 07/26/12

Order Sep 00:15:00

Advertiser **Republican National Comm** Product RNC

Estimate # 2889

**INVOICE**

**WGHP**  
**2005 Francis St.**  
**High Point, NC 27263**  
**Main: (336)841-8888**  
**Billing: (336)821-1209**

www.myfox8.com

Billing Address:

Invoice #	Invoice Date	Invoice Month	Invoice Period
563912-1	07/29/12	July 2012	06/25/12 - 07/29/12

Station	Account Executive	Sales Office	Sales Region
WGHP	Brad Philipps	Washington DC	National

Advertiser	Product	Estimate Number
Republican National Comm	RNC	2889

**National Media Research Planning & Placement****Attention: Accounts Payable****815 Slaters Lane****Alexandria, VA 22314**

Flight Dates	Order #	Alt Order #
07/27/12 - 08/10/12	563912	9779062

Billing Calendar	Billing Type
Broadcast	Cash

**Special Handling**

Send Payment To:

**WGHP**  
**P.O. Box 534701**  
**Atlanta, GA 30353-4701**

IDB #	Advertiser Code	Product Code
8380	20	442

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	07/27/12	07/27/12	FOX 8 Morning News	5-6a	----F--	:30	1	\$300.00	NM
<hr/>									
Weeks: <u>Start Date</u> 07/23/12 <u>End Date</u> 07/29/12 <u>MTWTFSS</u> ----F-- <u>Spots/Week</u> 1 <u>Rate</u> \$300.00									
Spots: # Ch 5 8 Ch Day F Air Date 07/27/12 Air Time 5:28 AM Description FOX 8 Morning News Start/End Time 5-6a Length :30 Ad-ID RNTV072501H Rate \$300.00 Type NM									
<hr/>									
2	07/28/12	08/04/12	Sa 6p-7p	6p-7p	-----S-	:30	1	\$450.00	NM
<hr/>									
Weeks: <u>Start Date</u> 07/23/12 <u>End Date</u> 07/29/12 <u>MTWTFSS</u> -----S- <u>Spots/Week</u> 1 <u>Rate</u> \$450.00									
Spots: # Ch 1 8 Ch Day Sa Air Date 07/28/12 Air Time Sa 6p-7p Description Start/End Time 6p-7p Length :00 Ad-ID RNTV072501H Rate \$450.00 Type NM									
<hr/>									
3	07/28/12	08/04/12	Late News Sa	1030-11p	-----S-	:30	1	\$650.00	NM
<hr/>									
Weeks: <u>Start Date</u> 07/23/12 <u>End Date</u> 07/29/12 <u>MTWTFSS</u> -----S- <u>Spots/Week</u> 1 <u>Rate</u> \$650.00									
Spots: # Ch 1 8 Ch Day Sa Air Date 07/28/12 Air Time 10:41 PM Description Late News Sa Start/End Time 1030-11p Length :30 Ad-ID RNTV072501H Rate \$650.00 Type NM									
<hr/>									
4	07/29/12	08/05/12	Su 11p-12a	11p-12a	-----S	:30	1	\$60.00	NM
<hr/>									
Weeks: <u>Start Date</u> 07/23/12 <u>End Date</u> 07/29/12 <u>MTWTFSS</u> -----S <u>Spots/Week</u> 1 <u>Rate</u> \$60.00									
Spots: # Ch 1 8 Ch Day Su Air Date 07/29/12 Air Time 11:30 PM Description Su 11p-12a Start/End Time 11p-12a Length :30 Ad-ID RNTV072501H Rate \$60.00 Type NM									
<hr/>									
8	07/28/12	07/28/12	Late News Sa	10-11p	-----S-	:30	1	\$450.00	NM
<hr/>									
Weeks: <u>Start Date</u> 07/23/12 <u>End Date</u> 07/29/12 <u>MTWTFSS</u> -----S- <u>Spots/Week</u> 1 <u>Rate</u> \$450.00									
Spots: # Ch 1 8 Ch Day Sa Air Date 07/28/12 Air Time 10:24 PM Description Late News Sa Start/End Time 10-11p Length :30 Ad-ID RNTV072501H Rate \$450.00 Type NM									

Total Spots **4** Gross Total **\$1,460.00**

# INVOICE



Send Payment To:  
**WGHP**  
**P.O. Box 534701**  
**Atlanta, GA 30353-4701**

www.myfox8.com

**Payment Terms 30 Days**

Invoice #	Invoice Date	Invoice Month	Invoice Period
563912-1	07/29/12	July 2012	06/25/12 - 07/29/12
Advertiser	Product	Estimate Number	
Republican National Comm	RNC	2889	

<u>Agency Commission</u>	\$219.00
<u>Net Amount Due</u>	\$1,241.00

NATIONAL MEDIA RESEARCH, PLANNING & PLACEMENT, LLC  
ALEXANDRIA, VA 22314

WGHP-TV - WGHP-TV

25112

25112  
07/25/12

Inv Date	Invoice #	Description	Balance Due	Discount	Net Amount
07-25-12	A-72512SBWGHM RNC-RNCIE-NC 2889		2,261.00		2,261.00

Check Total: \$2,261.00

SAFEGUARD - LITHO USA - 8514 CK508114L

ORIGINAL DOCUMENT PRINTED ON CHEMICAL REACTIVE PAPER WITH MICROPRINTED BORDER

NATIONAL MEDIA RESEARCH,  
PLANNING & PLACEMENT, LLC  
815 SLATERS LANE  
ALEXANDRIA, VA 22314

BB&T  
Bank of America Trust Company

VIRGINIA

25112

NUMBER

68-426/514

25112

PAY EXACTLY\*\*\*\*\*2,261\*DOLLARS\*AND\*00\*CENTS

VOID AFTER NINETY (90) DAYS

DATE

AMOUNT

Jul 25, 2012

\$2,261.00

PAY  
TO THE  
ORDER  
OF

WGHP-TV  
2005 Francis Street  
High Point, NC 27263

DATE

Jul 25, 2012

\$2,261.00

AMOUNT

\$2,26